

II) IN THE CLAIMS:

Claims 1-29. (Cancelled).

Claim 30. (Currently amended) A method for making an online purchase over a networked computer system comprising the steps of:

- a. a user accessing a web site for logging into an online reward points trading system that allows accumulation of reward points from a plurality of individual reward accounts for application towards online payment of a product, each individual reward account associated with an individual reward issuing entity and stored on a reward server associated with the reward point issuing entity, and wherein each of said reward accounts tracks points earned by the user for transactions between the user and the associated reward points issuing entity, and wherein each of the reward points issuing entities enables the user to selectively redeem points from the reward account associated with the user for an item selected by the user;
- b. the reward points trading system determining over the network the number of reward points a user has in each of a plurality of individual reward point accounts;
- c. the user selecting via the web site a product to be purchased from a plurality of available products;
- d. the web site displaying to the user the number of reward points available for redemption in at least one of the plurality of individual reward accounts;
- e. the user interactively selecting via the web site points from selected individual reward accounts to be accumulated and applied to the purchase of the selected product;
- f. the reward points trading system accumulating the ~~designated~~ selected reward points from the selected individual reward accounts for application in a purchase transaction for the selected product; and

- g. the reward points trading system executing a purchase transaction for the selected product on behalf of the user by applying the accumulated points to the purchase price of the product.

Claim 31. (Previously added) The method of claim 30 wherein the step of the user selecting via the web site a product to be purchased from a plurality of available products comprises the steps of:

- a. the reward points trading system generating an online catalog of a plurality of products available for purchase;
- b. the reward points trading system providing the online catalog for display to the user via the web site; and
- c. the user selecting a desired product from the online catalog displayed via the web site.

Claim 32. (Previously added) The method of claim 31 wherein an available product is displayed in the online catalog along with the number of reward points required to purchase the product.

Claim 33. (Currently amended) The method of claim 31 wherein an available product is displayed in the online catalog along with the number of reward points that may be applied to purchase the product.

Claim 34. (Currently amended) The method of claim 33 wherein the purchase price exceeds the number of reward points that may be applied to purchase the product, and wherein the user provides additional payment to allow the reward points trading system to execute a purchase transaction for the selected product on behalf of the user.

Claim 35. (Previously added) The method of claim 34 wherein the additional payment is made by the user with a credit card via the web site.

Claim 36. (Previously added) The method of claim 30 wherein the step of the user selecting via the web site a product to be purchased from a plurality of available products comprises the steps of:

- a. the reward points trading system providing links to associated merchant web sites that display products available for purchase;
- b. the user linking the user computer to an associated merchant web site; and
- c. the user selecting a desired product from a merchant web site.

Claim 37. (Previously added) The method of claim 30 further comprising the step of the reward points trading system causing the selected individual reward accounts to deduct the reward points designated by the user and accumulated by the reward points trading system for the purchase transaction for the selected product.

Claim 38. (Previously added) The method of claim 37 wherein consideration is provided to the reward points trading system by a reward issuing entity in exchange for the deduction of reward points designated by the user from an associated reward account.

Claim 39. (Currently amended) An online networked purchasing system comprising:

- a. a user computer interconnected to a computer network;
- b. a plurality of individual reward computers interconnected to the computer network; each of the reward computers comprising a plurality of reward accounts associated with a plurality of users, each individual reward account associated with an individual reward issuing entity, wherein each of said reward accounts tracks points earned by the user for transactions between the user and the associated reward points issuing entity, and wherein each of the reward points issuing entities enables the user to selectively redeem points from the reward account associated with the user for an item selected by the user; and

- c. a reward points trading computer interconnected to the computer network and adapted to:
- i. allow a user to log in via a web site;
 - ii. determine over the network the number of reward points a user has in each of a plurality of individual reward accounts;
 - iii. provide to a user computer a display of a plurality of products available for purchase and allow a user to select a product for purchase via the user computer;
 - iv. provide to a user computer a display of the number of reward points available for redemption in each of the plurality of individual reward accounts;
 - v. allow a user to interactively select, via the user computer, points from selected individual reward accounts to be accumulated and applied to the purchase of a selected product;
 - vi. accumulate the ~~designated~~ selected reward points from each of the selected individual reward accounts for application in a purchase transaction for the selected product; and
 - vii. execute a purchase transaction for the selected product on behalf of the user by applying the accumulated points to the purchase price of the product.

Claim 40. (Previously added) The system of claim 39 wherein the reward points trading computer is adapted to provide to a user computer a display of a plurality of products available for purchase and allow a user to select a product for purchase via the user computer by:

- a. generating an online catalog of a plurality of products available for purchase;

- b. providing the online catalog for display to the user via the web site;
and
- c. allowing the user to select a desired product from the online catalog displayed via the web site.

Claim 41. (Previously added) The system of claim 40 wherein an available product is displayed in the online catalog along with the number of reward points required to purchase the product.

Claim 42. (Currently amended) The system of claim 40 wherein an available product is displayed in the online catalog along with the number of reward points that may be applied to purchase the product.

Claim 43. (Currently amended) The system of claim 42 wherein the purchase price exceeds the number of reward points that may be applied to purchase the product, and wherein the user provides additional payment to allow the reward points trading system to execute a purchase transaction for the selected product on behalf of the user.

Claim 44. (Previously added) The system of claim 43 wherein the additional payment is made by the user with a credit card via the web site.

Claim 45. (Previously added) The system of claim 39 wherein the reward points trading computer is adapted to provide to a user computer a display of a plurality of products available for purchase and allow a user to select a product for purchase via the user computer by:

- a. providing links to associated merchant web sites that display products available for purchase;
- b. allowing the user to link the user computer to an associated merchant web site; and
- c. allowing the user to select a desired product from a merchant web site.

Claim 46. (Previously added) The system of claim 39 wherein the reward points trading computer is further adapted to cause the selected individual reward accounts to deduct the reward points designated by the user and accumulated by the reward points trading system for the purchase transaction for the selected product.

Claim 47. (Previously added) The system of claim 46 wherein consideration is provided to the reward points trading system by a reward issuing entity in exchange for the deduction of reward points designated by the user from an associated reward account.

Claim 48. (Currently amended) A reward points trading computer comprising:

a. means to interconnect to a computer network for communication with a user computer and a plurality of individual reward computers;~~and adapted to:~~

~~i. allow~~ b. means for allowing a user to log in via a web site;

~~ii. determine~~ c. means for determining over the network the number of reward points a user has in each of a plurality of individual reward accounts;

~~iii. provide~~ d. means for providing to a user computer a display of a plurality of products available for purchase and allow a user to select a product for purchase via the user computer;

~~iv. provide~~ e. means for providing to a user computer a display of the number of reward points available for redemption in each of the plurality of individual reward accounts;

~~v. allow~~ f. means for allowing a user to interactively select, via the user computer, points from selected individual reward accounts to be accumulated and applied to the purchase of a selected product;

~~vi. accumulate~~ g. means for accumulating the ~~designated~~ selected reward points from each of the selected individual reward accounts for application in a purchase transaction for the selected product; and

~~vii. execute~~ h. means for executing a purchase transaction for the selected product on behalf of the user by applying the accumulated points to the purchase price of the product.

Claim 49. (Previously added) The reward points trading computer of claim 48 which provides to a user computer a display of a plurality of products available for purchase and allows a user to select a product for purchase via the user computer by:

- a. generating an online catalog of a plurality of products available for purchase;
- b. providing the online catalog for display to the user via the web site; and
- c. allowing the user to select a desired product from the online catalog displayed via the web site.

Claim 50. (Previously added) The reward points trading computer of claim 49 wherein an available product is displayed in the online catalog along with the number of reward points required to purchase the product.

Claim 51. (Currently amended) The reward points trading computer of claim 50 wherein an available product is displayed in the online catalog along with the number of reward points that may be applied to purchase the product.

Claim 52. (Currently amended) The reward points trading computer of claim 51 wherein the purchase price exceeds the number of reward points that may be applied to purchase the product, and wherein the user provides additional payment to allow the reward points trading system to execute a purchase transaction for the selected product on behalf of the user.

Claim 53. (Previously added) The reward points trading computer of claim 48 which provides to a user computer a display of a plurality of products available for purchase and allows a user to select a product for purchase via the user computer by:

- a. providing links to associated merchant web sites that display products available for purchase;
- b. allowing the user to link the user computer to an associated merchant web site; and
- c. allowing the user to select a desired product from a merchant web site.

Claim 54. (Previously added) The reward points trading computer of claim 48 which is further adapted to cause the selected individual reward accounts to deduct the reward points designated by the user and accumulated by the reward points trading system for the purchase transaction for the selected product.

Claim 55. (Previously added) The reward points trading computer of claim 54 in which the reward points trading system is further adapted to receive consideration provided by a reward issuing entity in exchange for the deduction of reward points designated by the user from an associated reward account.

Claim 56. (Currently amended) A method for accumulating reward points from a plurality of individual reward issuing entities into a common reward account over a networked computer system comprising the steps of:

- a. a user accessing a web site for logging into an online reward points trading system that allows accumulation of reward points from a plurality of individual reward accounts, each individual reward account associated with an individual reward point issuing entity and stored on a reward server associated with the reward point issuing entity, and wherein each of said reward accounts tracks points earned by the user for transactions between the user and the associated reward points issuing entity, and wherein each of the reward points issuing entities enables the user to selectively redeem points from the reward account associated with the user for an item selected by the user;

- b. the reward points trading system determining over the network the number of reward points a user has in each of a plurality of individual reward accounts;
- c. the web site displaying to the user the number of reward points available in each of the plurality of individual reward accounts;
- d. the user interactively selecting via the web site points from selected individual reward accounts to be accumulated; and
- e. the reward points trading system accumulating the ~~designated~~ selected reward points from each of the selected individual reward accounts into a single reward account.

Claim 57. (Currently amended) An online networked reward points trading system comprising:

- a. a user computer interconnected to a computer network;
- b. a plurality of individual reward computers interconnected to the computer network; each of the reward computers comprising a plurality of reward accounts associated with a plurality of users; and
- c. a reward points trading computer interconnected to the computer network and adapted to:
 - i. allow a user to log in via a web site;
 - ii. determine over the network the number of reward points a user has in each of a plurality of individual reward accounts;
 - iii. provide to a user computer a display of the number of reward points available in each of the plurality of individual reward accounts;
 - iv. allow a user to interactively select, via the user computer, points from selected individual reward accounts to be accumulated; and
 - v. accumulate the ~~designated~~ selected reward points from each of the selected individual reward accounts into a single reward account.

Claim 58. (Currently amended) A reward points trading computer comprising

a) means to interconnect to a computer network for communication with a user computer and a plurality of individual reward computers, ~~and adapted to:~~

- ~~i. allow~~ b. means for allowing a user to log in via a web site;
- ~~ii. determine~~ c. means for determining over the network the number of reward points a user has in each of a plurality of individual reward accounts;
- ~~iii. provide~~ d. means for providing to a user computer a display of the number of reward points available in each of the plurality of individual reward accounts;
- ~~iv. allow~~ e. means for allowing a user to interactively select, via the user computer, points from selected individual reward accounts to be accumulated; and
- ~~v. accumulate~~ f. means for accumulating the ~~designated~~ selected reward points from each of the selected individual reward accounts.

Claim 59. (New) A method for accumulating reward points from at least one individual reward issuing entity into a common reward account over a networked computer system comprising the steps of:

- a. a user accessing a web site for logging into an online reward points trading system that allows accumulation of reward points from at least one individual reward account associated with an individual reward point issuing entity;
- b. determining, by accessing a reward server computer associated with the at least one individual reward issuing entity, the number of reward points a user has in the at least one individual reward account associated with the at least one individual reward issuing entity ;
- c. displaying to the user the number of reward points available in the at least one individual reward account;

- d. the user interactively selecting via the web site points from the at least one individual reward account to be traded into a common reward account ;
and
- e. the reward points trading system trading the designated reward points from the at least one individual reward account into the common reward account.

Claim 60. (New) The method of claim 59 wherein the reward points trading system trades the designated reward points from the at least one individual reward account into the common reward account at a predetermined rate of exchange.

Claim 61. (New) The method of claim 60 wherein the step of the reward points trading system trading the designated reward points from the at least one individual reward account into the common reward account at a predetermined rate of exchange comprises

the reward server computer associated with the at least one individual reward issuing entity decreasing the reward account by the designated number of reward points; and

the reward points trading system increasing the common reward account by the corresponding number of reward points based on the predetermined rate of exchange.

Claim 62. (New) The method of claim 61 comprising the further step of the reward server computer conveying consideration to the reward points trading system corresponding to the number of reward points decreased in the reward account.

Claim 63. (New) The method of claim 62 wherein the consideration conveyed by the reward server computer to the reward points trading system is in the form of a monetary credit to an account between the reward points trading system and the reward server computer.

Claim 64. (New) The method of claim 61 wherein the common reward account represents a combined value of reward points traded into the common reward account.

Claim 65. (New) The method of claim 61 wherein the reward points represent an earned value with a cash equivalent or negotiable worth.

Claim 66. (New) The method of claim 61 further comprising the step of recording the trade of the designated reward points from the at least one individual reward account into the common reward account in a transaction log for a subsequent reconciliation process between the reward points trading system and the reward server computer.

Claim 67. (New) An online networked reward points trading system comprising:

- a. a user computer interconnected to a computer network;
- b. at least one individual reward computer interconnected to the computer network and comprising a plurality of reward accounts associated with a plurality of users; and
- c. a reward points trading computer interconnected to the computer network and adapted to:
 - i. allow a user to log in via a web site;
 - ii. determine over the network the number of reward points a user has in at least one individual reward account;
 - iii. provide to a user computer a display of the number of reward points available in the at least one each of the plurality of individual reward accounts;
 - iv. allow a user to interactively select, via the user computer, points from at least one selected individual reward account to be traded; and
 - v. trade the designated reward points from the at least one individual reward account into a common reward account.

Claim 68. (New) The system of claim 67 wherein the reward points trading computer is adapted to trade the designated reward points from the at least one individual reward account into a common reward account at a predetermined rate of exchange.

Claim 69. (New) The system of claim 68 wherein the reward points trading computer is adapted to trade the designated reward points from the at least one individual reward account into a common reward account at a predetermined rate of exchange by
causing the reward server computer associated with the at least one individual reward issuing entity to decrease the reward account by the designated number of reward points; and
increasing the common reward account by the corresponding number of reward points based on the predetermined rate of exchange.

Claim 70. (New) The system of claim 69 wherein the reward points trading system is further adapted to receive consideration conveyed by the reward server computer corresponding to the number of reward points decreased in the reward account.

Claim 71. (New) The system of claim 70 wherein the consideration conveyed by the reward server computer to the reward points trading system is in the form of a monetary credit to an account between the reward points trading system and the reward server computer.

Claim 72. (New) The system of claim 69 wherein the common reward account represents a combined value of reward points traded into the common reward account.

Claim 73. (New) The system of claim 69 wherein the reward points represent an earned value with a cash equivalent or negotiable worth.

Claim 74. (New) The system of claim 69 wherein the reward points trading computer is further adapted to record the trade of the designated reward points from the at least one individual reward account into the common reward account in a transaction log for a

subsequent reconciliation process between the reward points trading computer and the reward server computer.

Claim 75.. (New) A reward points trading computer comprising:

- a. means to interconnect to a computer network for communication with a user computer and a plurality of individual reward computers;
- b. means for allowing a user to log in via a web site;
- c. means for determining over the network the number of reward points a user has in at least one individual reward account;
- c. means for providing to a user computer a display of the number of reward points available in the at least one individual reward account;
- d. means for allowing a user to interactively select, via the user computer, points from the at least one individual reward account to be traded into a common reward account; and
- e. means for trading the designated reward points from the at least one individual reward account into the common reward account.

Claim 76. (New) The computer of claim 75 wherein the means for trading the designated reward points from the at least one individual reward account into the common reward account performs such trades at a predetermined rate of exchange.

Claim 77. (New) The computer of claim 76 wherein the means for trading the designated reward points from the at least one individual reward account into the common reward account at a predetermined rate of exchange comprises

- means for causing the reward server computer associated with the at least one individual reward issuing entity to decrease the reward account by the designated number of reward points; and
- means for increasing the common reward account by the corresponding number of reward points based on the predetermined rate of exchange.

Claim 78. (New) The computer of claim 77 further comprising means for receiving consideration conveyed by the reward server computer corresponding to the number of reward points decreased in the reward account.

Claim 79. (New) The computer of claim 78 wherein the consideration received is in the form of a monetary credit to an account between the reward points trading computer and the reward server computer.

Claim 80. (New) The computer of claim 77 wherein the common reward account represents a combined value of reward points traded into the common reward account.

Claim 81. (New) The computer of claim 77 wherein the reward points represent an earned value with a cash equivalent or negotiable worth.

Claim 82. (New) The computer of claim 77 further comprising means for recording the trade of the designated reward points from the at least one individual reward account into the common reward account in a transaction log for a subsequent reconciliation process between the reward points trading computer and the reward server computer.

Claim 83. (New) A method for exchanging reward points from at least one individual reward issuing entity into a common reward account over a networked computer system comprising the steps of:

- a. a user accessing a web site for logging into an online reward points exchange system that allows exchanging of reward points from at least one individual reward account associated with an individual reward point issuing entity;
- b. determining, by accessing a computer associated with the at least one individual reward issuing entity, the number of reward points a user has in the at least one individual reward account associated with the at least one individual reward issuing entity ;

- c. displaying to the user the number of reward points available in the at least one individual reward account;
- d. the user interactively selecting via the web site points from the at least one individual reward account to be exchanged into a common reward account; and
- e. the reward points trading system exchanging the selected reward points from the at least one individual reward account into reward points in the common reward account.

Claim 84. (New) The method of claim 83 wherein the reward points exchange system exchanges the selected reward points from the at least one individual reward account into the common reward account at a predetermined rate of exchange.

Claim 85. (New) The method of claim 84 wherein the step of the reward points exchange system exchanging the selected reward points from the at least one individual reward account into the common reward account at a predetermined rate of exchange comprises

- the reward server computer associated with the at least one individual reward issuing entity decreasing the reward account by the selected number of reward points; and
- the reward points exchange system increasing the common reward account by the corresponding number of reward points based on the predetermined rate of exchange.

Claim 86. (New) The method of claim 85 comprising the further step of the reward server computer conveying consideration to the reward points exchange system corresponding to the number of reward points decreased in the reward account.

Claim 87. (New) The method of claim 86 wherein the consideration conveyed by the reward server computer to the reward points exchange system is in the form of a monetary credit to an account between the reward points trading system and the reward server computer.

Claim 88. (New) The method of claim 85 wherein the common reward account represents a combined value of reward points traded into the common reward account.

Claim 89. (New) The method of claim 85 wherein the reward points represent an earned value with a cash equivalent or negotiable worth.

Claim 90. (New) The method of claim 85 further comprising the step of recording the exchange of the designated reward points from the at least one individual reward account into the common reward account in a transaction log for a subsequent reconciliation process between the reward points exchange system and the reward server computer.

Claim 91. (New) An online networked reward points exchange system comprising:

- a. a user computer interconnected to a computer network;
- b. at least one individual reward computer interconnected to the computer network and comprising a plurality of reward accounts associated with a plurality of users; and
- c. a reward points exchange computer interconnected to the computer network and adapted to:
 - i. allow a user to log in via a web site;
 - ii. determine over the network the number of reward points a user has in at least one individual reward account;
 - iii. provide to a user computer a display of the number of reward points available in the at least one individual reward account;
 - iv. allow a user to interactively select, via the user computer, points from at least one selected individual reward account to be exchanged; and
 - v. exchange the selected reward points from the at least one individual reward account into reward points in a common reward account.

Claim 92. (New) The system of claim 91 wherein the reward points exchange computer is adapted to exchange the selected reward points from the at least one individual reward account into a common reward account at a predetermined rate of exchange.

Claim 93. (New) The system of claim 92 wherein the reward points exchange computer is adapted to exchange the selected reward points from the at least one individual reward account into a common reward account at a predetermined rate of exchange by

causing the reward server computer associated with the at least one individual reward issuing entity to decrease the reward account by the selected number of reward points; and

increasing the common reward account by the corresponding number of reward points based on the predetermined rate of exchange.

Claim 94. (New) The system of claim 93 wherein the reward points exchange system is further adapted to receive consideration conveyed by the reward server computer corresponding to the number of reward points decreased in the reward account.

Claim 95. (New) The system of claim 94 wherein the consideration conveyed by the reward server computer to the reward points exchange system is in the form of a monetary credit to an account between the reward points exchange system and the reward server computer.

Claim 96. (New) The system of claim 93 wherein the common reward account represents a combined value of reward points traded into the common reward account.

Claim 97. (New) The system of claim 93 wherein the reward points represent an earned value with a cash equivalent or negotiable worth.

Claim 98. (New) The system of claim 93 wherein the reward points trading computer is further adapted to record the exchange of the designated reward points from the at least

one individual reward account into the common reward account in a transaction log for a subsequent reconciliation process between the reward points exchange computer and the reward server computer.

Claim 99. (New) A reward points exchange computer comprising:

- a. means to interconnect to a computer network for communication with a user computer and a plurality of individual reward computers;
- b. means for allowing a user to log in via a web site;
- c. means for determining over the network the number of reward points a user has in at least one individual reward account;
- d. means for providing to a user computer a display of the number of reward points available in the at least one individual reward account;
- e. means for allowing a user to interactively select, via the user computer, points from the at least one individual reward account to be exchanged into a common reward account; and
- f. means for exchanging the selected reward points from the at least one individual reward account into reward points in the common reward account.

Claim 100. (New) The computer of claim 99 wherein the means for exchanging the selected reward points from the at least one individual reward account into reward points in the common reward account performs such exchanges at a predetermined rate of exchange.

Claim 101. (New) The computer of claim 100 wherein the means for exchanging the selected reward points from the at least one individual reward account into reward points in the common reward account at a predetermined rate of exchange comprises

means for causing the reward server computer associated with the at least one individual reward issuing entity to decrease the reward account by the designated number of reward points; and

means for increasing the common reward account by the corresponding number of reward points based on the predetermined rate of exchange.

Claim 102. (New) The computer of claim 101 further comprising means for receiving consideration conveyed by the reward server computer corresponding to the number of reward points decreased in the reward account.

Claim 103. (New) The computer of claim 102 wherein the consideration received is in the form of a monetary credit to an account between the reward points trading computer and the reward server computer.

Claim 104. (New) The computer of claim 101 wherein the common reward account represents a combined value of reward points traded into the common reward account.

Claim 105. (New) The computer of claim 101 wherein the reward points represent an earned value with a cash equivalent or negotiable worth.

Claim 106. (New) The computer of claim 101 further comprising means for recording the exchange of the designated reward points from the at least one individual reward account into the common reward account in a transaction log for a subsequent reconciliation process between the reward points exchange computer and the reward server computer.

Claim 107. (New) A method for exchanging reward points from a first reward account into a second reward account over a networked computer system comprising the steps of:

- a. a user accessing a web site for logging into an online reward points exchange system that allows exchanging of reward points from a first reward account to reward points in a second reward account;

- b. determining, by accessing a reward server computer associated with the first reward account, the number of reward points a user has in the first reward account;
- c. displaying to the user the number of reward points available in the first reward account;
- d. the user interactively selecting via the web site points from the first reward account to be exchanged into the second reward account ; and
- e. the reward points exchange system exchanging the selected reward points from the first reward account into reward points in the second reward account.

Claim 108. (New) The method of claim 107 wherein the reward points exchange system exchanges the selected reward points from the first reward account into the second reward account at a predetermined rate of exchange.

Claim 109. (New) The method of claim 108 wherein the step of the reward points exchange system exchanging the selected reward points from the first reward account into reward points in the second reward account at a predetermined rate of exchange comprises

the reward server computer associated with the first reward account decreasing the first reward account by the designated number of reward points; and

the reward points exchange system increasing the second reward account by the corresponding number of reward points based on the predetermined rate of exchange.

Claim 110. (New) The method of claim 109 comprising the further step of the reward server computer conveying consideration to the reward points exchange system corresponding to the number of reward points decreased in the reward account.

Claim 111. (New) The method of claim 110 wherein the consideration conveyed by the reward server computer to the reward points exchange system is in the form of a monetary credit to an account between the reward points exchange system and the reward server computer.

Claim 112. (New) The method of claim 109 wherein the common reward account represents a combined value of reward points traded into the common reward account.

Claim 113. (New) The method of claim 109 wherein the reward points represent an earned value with a cash equivalent or negotiable worth.

Claim 114. (New) The method of claim 109 further comprising the step of recording the exchange of the designated reward points from the first reward account into the second reward account in a transaction log for a subsequent reconciliation process between the reward points exchange system and the reward server computer.

Claim 115. (New) An online networked reward points exchange system comprising:

- a. a user computer interconnected to a computer network;
- b. a first reward computer interconnected to the computer network and comprising a plurality of reward accounts associated with a plurality of users; and
- c. a reward points exchange computer interconnected to the computer network and adapted to:
 - i. allow a user to log in via a web site;
 - ii. determine over the network the number of reward points a user has in a first reward account on the first reward computer;
 - iii. provide to a user computer a display of the number of reward points available in the first reward account;
 - iv. allow a user to interactively select, via the user computer, points from the first reward account to be exchanged; and

- v. exchange the selected reward points from the first reward account into reward points in a second reward account.

Claim 116. (New) The system of claim 115 wherein the reward points exchange computer is adapted to exchange the selected reward points from the first reward account into a second reward account at a predetermined rate of exchange.

Claim 117. (New) The system of claim 116 wherein the reward points exchange computer is adapted to exchange the selected reward points from the first reward account into a second reward account at a predetermined rate of exchange by

- causing the reward server computer associated with the first reward account to decrease the first reward account by the selected number of reward points; and

- causing the second reward account to be increased by the corresponding number of reward points based on the predetermined rate of exchange.

Claim 118. (New) The system of claim 117 wherein the reward points exchange system is further adapted to receive consideration conveyed by the reward server computer corresponding to the number of reward points decreased in the first reward account.

Claim 119. (New) The system of claim 118 wherein the consideration conveyed by the reward server computer to the reward points exchange system is in the form of a monetary credit to an account between the reward points exchange system and the reward server computer.

Claim 120. (New) The system of claim 117 wherein the common reward account represents a combined value of reward points traded into the common reward account.

Claim 121. (New) The system of claim 117 wherein the reward points represent an earned value with a cash equivalent or negotiable worth.

Claim 122. (New) The system of claim 117 wherein the reward points exchange computer is further adapted to record the exchange of the designated reward points from the at least one individual reward account into the common reward account in a transaction log for a subsequent reconciliation process between the reward points exchange computer and the reward server computer.

Claim 123. (New) A reward points exchange computer comprising:

- a. means to interconnect to a computer network for communication with a user computer and a plurality of individual reward computers;
- b. means for allowing a user to log in via a web site;
- c. means for determining over the network the number of reward points a user has in a first reward points account;
- d. means for providing to a user computer a display of the number of reward points available in the first reward points account;
- e. means for allowing a user to interactively select, via the user computer, points from the first reward points account to be exchanged into a second reward points account; and
- f. means for exchanging the selected reward points from the first reward points account into reward points in the second reward points account.

Claim 124. (New) The computer of claim 123 wherein the means for exchanging the selected reward points from the first reward account into reward points in the second reward account performs such exchanges at a predetermined rate of exchange.

Claim 125. (New) The computer of claim 124 wherein the means for exchanging the selected reward points from the first reward account into reward points in the second reward account at a predetermined rate of exchange comprises

means for causing the reward server computer associated with the first reward account to decrease the reward account by the designated number of reward points; and

means for increasing the second reward account by the corresponding number of reward points based on the predetermined rate of exchange.

Claim 126. (New) The computer of claim 125 further comprising means for receiving consideration conveyed by the reward server computer corresponding to the number of reward points decreased in the reward account.

Claim 127. (New) The computer of claim 126 wherein the consideration received is in the form of a monetary credit to an account between the reward points exchange computer and the reward server computer.

Claim 128. (New) The computer of claim 125 wherein the second reward account represents a combined value of reward points traded into the second reward account.

Claim 129. (New) The computer of claim 125 wherein the reward points represent an earned value with a cash equivalent or negotiable worth.

Claim 130. (New) The computer of claim 125 further comprising means for recording the exchange of the designated reward points from the first reward account into the second reward account in a transaction log for a subsequent reconciliation process between the reward points exchange computer and the reward server computer.